



May 29, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> St, SW  
Washington , D.C. 20554

Dear Commissioner Martin,

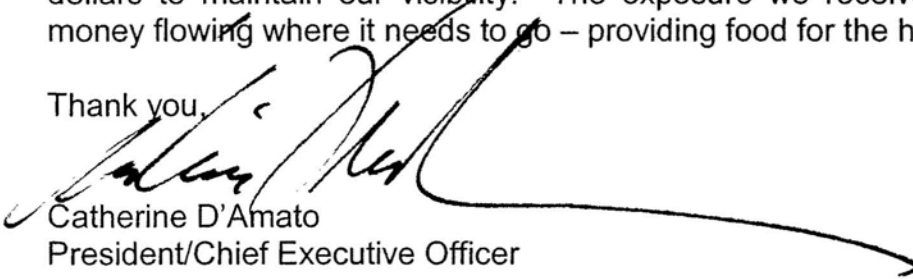
I am writing about the pro bono public service announcements The Greater Boston Food Bank receives from CBS radio station WZLX 100.7 Boston.

The Greater Boston Food Bank is the leading hunger relief organization in New England, providing food to some 320,000 people a year through a dedicated partnership with more than 600 agencies in eastern Massachusetts. These agencies include food pantries, soup kitchens, shelters for the homeless, and programs for disadvantaged youth and the elderly. Our territory encompasses 190 communities from the New Hampshire border all the way south through Cape Cod and the Islands.

As a tightly run non-profit, The Food Bank has limited money to spend on marketing. Yet we rely on public awareness to garner donations and other support critical to our mission. The free air time and resulting exposure we receive from WZLX 100.7 Boston helps us to maximize our visibility in a densely populated metro area where many other non-profits operate, including world-renowned colleges and some of the nation's best teaching hospitals.

If The Food Bank did not have media organizations such as WZLX providing free air time for our public service announcements, we would have to spend additional precious dollars to maintain our visibility. The exposure we receive allows us to keep more money flowing where it needs to go – providing food for the hungry.

Thank you,

  
Catherine D'Amato  
President/Chief Executive Officer